

CLAIMS

1. An aqueous composition comprising:
 - (a) from 18% to 60% of at least one surfactant;
 - (b) from 0.1% to 10% of at least one copolymer comprising from 2.5% to 30% acrylic acid residues, from 10% to 80% C₂-C₄ alkyl (meth)acrylate residues, and from 2% to 25% lipophilically modified (meth)acrylate residues; and
 - (c) from 0.08% to 0.9% of a clay.
2. The composition of claim 1 having from 20% to 45% of said at least one surfactant.
3. The composition of claim 2 having from 0.3% to 5% of said at least one copolymer and from 0.2% to 0.7% of a clay.
4. The composition of claim 1 in which said at least one copolymer has from 5% to 25% acrylic acid residues.
5. The composition of claim 4 in which said at least one copolymer has from 5% to 15% lipophilically modified (meth)acrylate residues.
6. The composition of claim 5 in which said at least one copolymer further comprises methacrylic acid residues, and the acrylic acid plus the methacrylic acid residues total from 15% to 50% of the copolymer.
7. The composition of claim 1 in which the clay has a particle size range in a colloidal range.
8. The composition of claim 7 in which the clay is a synthetic hectorite clay material.
9. An aqueous composition comprising colloidal inorganic clay and at least 18% surfactant; said composition being stable with regard to phase separation at 40°C for at least three months and exhibiting increased low-shear viscosity relative to a composition without clay; and said composition comprising said at least one lipophilically-modified copolymer containing acrylic acid residues and C₂-C₄ alkyl (meth)acrylate residues.
10. The composition of claim 9 in which the C₂-C₄ alkyl (meth)acrylate residues are ethyl acrylate residues, and said at least one copolymer contains at least 5% acrylic acid.